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NEWS RELEASE

IMMEDIATE RELEASE

September 28, 2009

Baxa Corporation Receives Merit Award from Art Directors Club of Denver

Baxa Corporation in-house design team is recognized for its outstanding print design on the ExactaMix EVA bag campaign at the annual Art Directors Club of Denver award show.

Englewood, Colo. – The Baxa Corporation Graphic Design team received a merit award at the prestigious Art Directors Club of Denver (ADCD). The team was recognized for outstanding print design on the three-dimensional ExactaMix™ EVA bag direct mail campaign. Of the more than 500 submissions for the 2009 ADCD awards, the Baxa team was the only in-house design team honored with an award.

“The winning entry was designed as a special announcement for a new product release,” noted Eric Brettillo, Baxa Creative Director on the awarded work. “The dimensional packaging allowed us to include a real product sample, while the mailer’s graphics reinforced the new ExactaMix Bag’s key features.” The specialty mailing creatively announced the launch of the new EVA bag design and encouraged the adoption of the updated product by Baxa customers.

The ADCD has served the Rocky Mountain region creative community for 45 years. The organization provides an annual competition to celebrate the best conceptions in professional design. This year’s awards show was held September 25th at the Sherman Street Event Center in Denver, where Baxa Corporation received the award. This is the third year that a submission from Baxa has been honored among the best creative designs across the Front Range.



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About Art Directors Club of Denver (ADCD)

ADCD is a local 501c3-compliant, non-profit, multi-disciplinary creative organization focused on strengthening the creative community through education, workshops, informative events, and annual design competitions. ADCD's goal is to foster collaboration and inspiration among existing creatives, elevate local talent and resources, and empower the next generation of creative professionals.

About Baxa Corporation

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for medication handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of medications. Key products include the PadLock[®] Set Saver, Rapid-Fill[™] Automated Syringe Fillers, ExactaMed[®] Oral Dispensers, MicroFuse[®] Syringe Infusers, Repeater[™] Pharmacy Pumps, the IntelliFlow[™] System and ExactaMix[™] Multi-Source Automated Compounders; used worldwide in hospitals and healthcare facilities. Its subsidiary FHT, Inc. produces the IntelliFill *i.v.*[®] automation. Privately held, Baxa Corporation has subsidiaries and sales offices in Florida, Canada and the United Kingdom; direct representation in Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg, The Netherlands and Switzerland; and distribution partners worldwide. Further information is available at www.baxa.com.

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